

ABSTRACT

A method and system for electronically processing and redeeming rebate offers is disclosed. RFID smart tags are associated with products where each distinct product is associated with at least one smart tag. The smart tags contain product information including product identification information and/or rebate related information. The disclosed method and system allows for a rebate redemption and processing system that (1) more fully automates the rebate process by minimizing or eliminating the need for a customer to perform any task to initiate the rebate redemption process after leaving a point of sale, (2) provides the ability for manufacturers to offer real-time (or near real-time) rebate offers, (3) eliminates the need for a rebate check and (4) provides the customer with some level of instant gratification related to the purchase price of the product.